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1986 Promotion Planner for Alberta Business

Alberta
TOURISM AND
SMALL BUSINESS

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1986 Promotion Planner For Small Business

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ASSISTING SMALL BUSINESS THROUGHOUT ALBERTA

The Small Business Division was established under the Department of Tourism and Small Business Act of July 4, 1979. The major objective of this division is to provide management assistance to small business throughout the province and to assist in community economic development and business site location.

SMALL BUSINESS DIVISION

Persons wishing to start a new business in Alberta, individuals looking for advice on how to improve operations, or those seeking general information on business will find it helpful to turn to the Small Business Division of Alberta's Department of Tourism and Small Business.

The division's specific role is to assist small business throughout Alberta. Its business consultants and business development representatives are thoroughly familiar with the needs and problems of small business in Alberta, and are ready to respond quickly and helpfully to requests for assistance.

SMALL BUSINESS ASSISTANCE BRANCH

To meet the needs of a wide range of people who want to start a business or are already operating a small business in Alberta, the branch offers a readily available level of support. Procedures are simple and straightforward. The branch offers the following services:

Business Counselling

Advice on starting a new business or improving the operation of an existing business is available through counselling services provided by experienced business consultants. Specialists in marketing, finance and manufacturing and other fields are available when required.

If you need someone to address a group, club or organization on a business subject, the Small Business Assistance Branch will be pleased to make arrangements. Simply call the nearest office of the division and arrange a suitable time.

Information on how to get a business going is offered in a series of comprehensive small business guides. Packed with facts on starting, financing, marketing and operating a business in Alberta, these handbooks are in continuing demand. Free copies are available at all office locations.

Management Assistance

Groups of about twenty small businesses in any community who want to improve performance may take advantage of the department's Management Assistance Program (MAP). Organized through local chambers of commerce or other business organizations, management assistance is arranged by the branch through private management consultants retained to work with each individual business owner/manager.

Private consultants start by carefully looking at areas where effective changes can be made. They then demonstrate how to go about making these changes. After allowing time to carry out their suggestions, they return to assess progress and offer further assistance, if necessary. This process has already helped many small businesses in the province. Groups or organizations can inquire directly to the nearest Small Business Division office about this program.

RESEARCH AND ANALYSIS

This section offers a research and analysis capability to provide input to the decision and policy-making process required for effective development of the small business sector. This includes economic, marketing, program and policy evaluation as well as development of computer services and information systems in the Small Business Division. Research and Analysis periodically provides statistical data and status reports on the small business sector and responds to private sector requests for information.

REGIONAL BUSINESS DEVELOPMENT BRANCH

Assisting small business from a regional or community economic development point of view is the responsibility of this branch. Its programs are administered on a regional basis.

Northern Region

The Northern Region office supervises regional business development programs through offices located in Grande Prairie, Peace River, Edson, St. Paul and Edmonton (rural).

Central Region

The Central Region office supervises regional business development programs through offices located in Camrose and Edmonton (central) and provides service to Fort McMurray.

Southern Region

The Southern Region office supervises regional business development programs through offices located in Red Deer, Calgary, Medicine Hat and Lethbridge.

The department's regional business development programs include the following services:

Community Economic Development

Business development representatives in the regional offices work with rural communities to help them achieve a viable long-term economic base. The approach is to support the expansion of existing business and industry or to activate communities through self-help programs directed towards attracting new enterprise. The branch works closely with elected municipal officials, local business organizations, individual businessmen and other government departments to achieve these objectives.

Community Profiles

Existing or potential businessmen often require information to make decisions on whether to locate or expand into rural Alberta. For this reason, the branch offers detailed profiles on more than 180 communities, containing such information as population, location, transportation, facilities, industrial land, utilities, building permits, and much more useful data.

Locations Assistance Program

Under this program, communities are offered financial assistance to enable prospective business investors to visit a community in order to study industrial location advantages. The program provides for the cost of transportation, accommodation and meals. The community must show that it has suitable industrial land, skilled labor and other facilities at the time of application to accommodate the new business.

Business Site Locations Program

Small Business Division representatives are available to help businesses find suitable locations in Alberta compatible with their requirements. Co-ordination of servicing business location inquiries is achieved by utilizing the community profile packages, regional offices and other government departments.

Business Counselling

Business development representatives located in the ten regional offices provide counselling services to new and expanding businesses, to those experiencing difficulty or to businesses wanting to improve their present operation.

Rural Business Projects

Certain communities in Alberta regions are working co-operatively to solve their own business development problems. Partially funded by the Department of Tourism and Small Business, these projects are organized by autonomous boards of directors. These projects are involved in the attraction of industry, new employment opportunities, essential services, specialized business opportunities, and awareness of government programs available for community and business development.

EFFECTIVE MARKETING

In today's competitive environment effective marketing is more important to the success of businesses than ever before. The business that strategically markets its products and services is the one that will grow in sales and financial stability.

Marketing has been defined as "the performance of all activities that direct the flow of goods and services from the producer to the consumer or end user". In other words, marketing is selling what the market wants to buy — not what you want to sell or have to sell. The marketing process makes you the purchasing agent for the customer — not the sales agent for the manufacturer or supplier.

KNOW YOUR CUSTOMERS

An effective marketer must identify and understand his:

1. Target customers or businesses
2. Competition
3. Company's abilities and pitfalls
4. USP (Unique Selling Position)

Once you have identified your target customers or businesses and understand them you will better know their wants and needs. This knowledge will indicate:

1. The type of media which affects them
2. Their decision-making process
3. Their likes and dislikes
4. Their shopping habits
5. Their attitudes, lifestyles, interests and activities
6. Their buying patterns
7. Their disposable income
8. Their service level expectations

By using this knowledge you, the businessman, can formulate and implement an effective marketing plan.

KNOW YOUR COMPETITION

Every business has competition be it from direct or indirect competitors. A detailed analysis should be done on your competition to determine:

1. Goods and services offered
2. Pricing policies
3. Target customers or businesses
4. Competitors' USP
5. Level of customer service
6. Their advertising media mix
7. Their business resources
8. Their market share

The results of this analysis will indicate where opportunities and voids exist in your market place.

KNOW YOUR OWN RESOURCES

No one person can be all things to all people. Similarly, no one business possesses all skills or abilities. Therefore, a business skills and resources analysis should be done. It should include a review of the following areas:

1. **Manpower Resources/Skills**
   Do we have the proper number of employees?
   Do they possess the right skills (i.e., sales, financial, marketing, production, service, clerical or managerial)?
2. **Financial Resources**
   Do we have adequate cash flow?
   Do we have a cash reserve?
   Do we have sufficient financial backing (i.e., shareholders, private investors, or bank support?

3. **Facilities Analysis**

Are our present facilities adequate to handle existing or future business (i.e., plant size, store layout, service depots)?

Does our present facility enhance or detract from our desired business image? If so, are modifications necessary?

Upon review of your analysis the shortfalls or opportunities you face will become obvious.

PUTTING IT ALL TOGETHER

These customer, competition and skills analyses are but the first part of a successful marketing plan. Other factors you must consider are:

1. Pricing
2. Location Distribution
3. Product Presentation
4. Advertising
5. Sales Promotion
6. Selling Approach
7. Customer Service Relations
8. Business Image

Now that you have reviewed each element in your marketing plan, you are ready to define your own USP. In other words, "what sets you apart from the rest?" or "What makes you different?"

CHOOSING A MEDIA MIX

Every business has a multitude of media from which to choose. However, it is important to select the media mix which best reaches your target market audience. The following is a list of some of the most commonly used media:

Newspapers

(A) Daily Papers
(B) Weekly Papers
(C) Community Papers

Trade Publications

(A) Magazines
(B) Newspapers
(C) Newsletters
(D) Directories Catalogues
(E) Consumer Magazines

Miscellaneous Publications

(A) Mail Tabloids
(B) Local and Community Publications
(C) Church and School Publications
(D) Theatre Programs

Direct Mail

(A) Letters
(B) Envelope Enclosures: stuffers, folders
(C) Circulars
(D) Postcards and Mailing Cards
(E) Self-Mailing Folders
(F) Booklets and Catalogues

Miscellaneous Direct Mail

(A) Handbills, Circulars
(B) Prints of Advertisements
(C) Package Inserts
(D) Wrapping Supplies, Merchandise Labels
(E) Gift Novelties
(F) Telegrams
(G) Special Delivery Letters
(H) Store Publications
(I) Flyers

Telephone

Radio

(A) Live Broadcasts
(B) Commercials
(C) Jingles
(D) Sponsorships
(E) News Events

Television

(A) Live Broadcasts
(B) Commercials
(C) Sponsorships

Outdoor Signs

(A) Posters
(B) Billboards
(C) Electric Signs

Cards

(A) Transit Advertising
(B) Car Signs

Miscellaneous

(A) Taxicab Signs
(B) Truck Signs and Posters
(C) Window Signs
(D) Slide Presentations
(E) Promotional Films
(F) Street Banners
(G) Kites and Balloons
(H) Skywriting
(I) Bench Signs
(J) Airplane Banners

In-Store Signs

Trade Shows

(A) Industry Shows
(B) Local Trade Fairs
(C) Fashion/Product Shows
(D) Demonstrations
(E) Exhibits

Promotional Aids

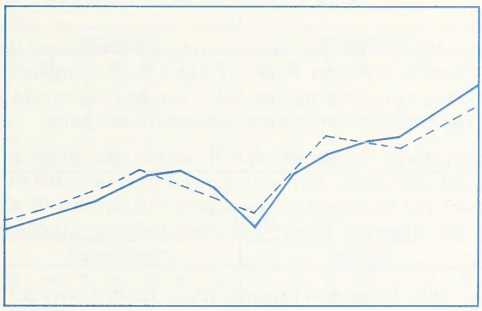
(A) Business Cards
(B) Store Bags
(C) Pens
(D) Calendars

TIMING YOUR PROMOTION

Plan your advertising and promotional program to support your best sales period. It should be timed so as to stimulate increased sales during your peak selling periods. Timing is essential to sound, profitable advertising and promotion.

If you want well-timed advertising to sell more merchandise at lower unit cost, then you need a sales and advertising pattern which month-by-month looks —

LIKE THIS



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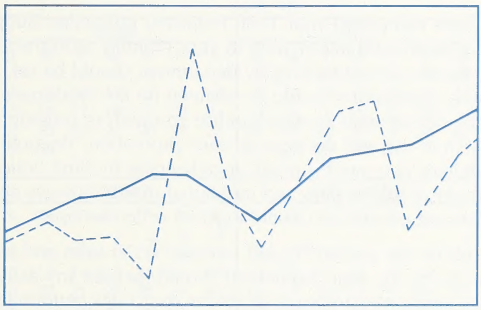

---- Advertising

—— Sales

HOW TO USE THIS BOOK

1. Complete the 1985 Promotion Expense (Page 12) as per last year's actual figures. Calculate both the % of promotional dollars spent by month as well as the yearly % of dollars spent on each promotion medium. (If you are a new business and have no historical data, you should start at Step 3.)

2. Complete the Sales/Promotion Analysis (Page 11), 1985 actuals. Note any large percentage differences between your monthly sales and your promotion costs. These are areas you may wish to adjust in 1986.

3. Now enter your 1986 sales projections onto the Sales/Promotion Analysis Sheet (Page 11). Using your own historical trends or the industry standards (Page 42), distribute your sales goals by month. Keep in mind that these monthly sales goals should be a sum of your various department sales goals by month.

4. Transfer your 1986 monthly promotion cost projections from (Page 11) to your 1986 Promotion Budget (Page 13). Once this is completed, allocate a monthly and yearly reserve amount which can be used to take advantage of promotion opportunities which are unplanned at this point.

   Establish a promotion budget which will support your efforts in achieving your projected sales goals. Plan your greatest promotion efforts during the periods where you think your greatest success or payoff will occur. Remember the "Important Dates" and merchandising opportunities for each month.

5. Review your 1985 Promotion Expense, (Page 12) and consider your 1985 pitfalls. Now go to your 1986 Projected Promotion Budget (Page 13) and allocate the remaining promotion dollars monthly to the media elements you wish to utilize.

6. Now you have completed your 1986 Projected Promotion Budget (Page 13). Transfer this promotion information to your monthly worksheets (Pages 14 - 41). Each month sales objectives by department should be set. Additionally, your monthly promotions should be planned (in the workspace provided) detailing the departments or merchandise you wish to promote, the media mix you wish to use and the costs of each promotion. Promotions should be finalized at least two months in advance keeping in mind holidays, important dates, number of selling days and traditional events. Always ensure that you are not planning events too closely together or too far apart.

   Keep records of this year's (TY) and last year's (LY) sales and weather up-to-date during the year. Comments should include any activity, event or happenings which may improve or hinder your sales performance (i.e., competitor A started a 2-for-1 sale). This kind of information will help you build and adjust a planning system which you can use as a day-to-day operating plan.

7. You may wish to keep a scrapbook or file of both your ads and those of your competitors. A review of these ads can assist you in better planning and measuring the effectiveness of your promotional efforts.

***PLEASE NOTE: Sundays have not been included as selling days.**

THREE YEAR CALENDAR

1985

JANUARY

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FEBRUARY

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1986

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IMPORTANT DATES

Date	1985			1986			1987		
New Year's Day	Tues	Jan	1	Wed	Jan	1	Thurs	Jan	1
Ukrainian Christmas	Mon	Jan	7	Tues	Jan	7	Wed	Jan	7
Ground Hog Day	Sat	Feb	2	Sun	Feb	2	Mon	Feb	2
Valentine's Day	Thurs	Feb	14	Fri	Feb	14	Sat	Feb	14
Ash Wednesday	Wed	Feb	20	Wed	Feb	12	Wed	Mar	4
St. Patrick's Day	Sun	Mar	17	Mon	Mar	17	Tues	Mar	17
First Day of Spring	Wed	Mar	20	Thurs	Mar	20	Fri	Mar	20
April Fool's Day	Mon	Apr	1	Tues	Apr	1	Wed	Apr	1
Passover	Sat	Apr	6	Mon	Apr	14	Tues	Apr	14
Good Friday	Fri	Apr	5	Fri	Mar	28	Fri	Apr	17
Easter Sunday	Sun	Apr	7	Sun	Mar	30	Sun	Apr	19
Secretary's Day	Wed	Apr	24	Wed	Apr	23	Wed	Apr	22
Mother's Day	Sun	May	12	Sun	May	11	Sun	May	10
Victoria Day	Mon	May	20	Mon	May	19	Mon	May	18
Memorial Day (U.S.A.)	Mon	May	27	Mon	May	26	Mon	May	25
Father's Day	Sun	June	16	Sun	June	15	Sun	June	14
First Day of Summer	Fri	June	21	Sat	June	21	Sun	June	21
Canada Day (Dominion Day)	Mon	July	1	Tues	July	1	Wed	July	1
Independence Day (U.S.A.)	Thurs	July	4	Fri	July	4	Sat	July	4
Civic Holiday	Mon	Aug	5	Mon	Aug	4	Mon	Aug	3
Labor Day	Mon	Sept	2	Mon	Sept	1	Mon	Sept	7
First Day of Fall	Sun	Sept	22	Mon	Sept	22	Tues	Sept	22
Grandparent's Day	Sun	Sept	8	Sun	Sept	14	Sun	Sept	13
Jewish New Year	Mon	Sept	16	Sat	Oct	4	Thurs	Sept	24
Yom Kippur	Wed	Sept	25	Mon	Oct	13	Sun	Oct	3
Thanksgiving (Columbus Day, U.S.A)	Mon	Oct	14	Mon	Oct	13	Mon	Oct	12
Boss's Day	Fri	Oct	18	Fri	Oct	17	Fri	Oct	16
Mother-in-Law's Day	Sun	Oct	27	Sun	Oct	26	Sun	Oct	25
Halloween	Thurs	Oct	31	Fri	Oct	31	Sat	Oct	31
Remembrance Day (Veteran's Day, U.S.A.)	Mon	Nov	11	Tues	Nov	11	Wed	Nov	11
U.S. Thanksgiving	Thurs	Nov	21	Thurs	Nov	20	Thurs	Nov	19
Hanukkah	Sun	Dec	8	Sat	Dec	27	Wed	Dec	16
First Day of Winter	Sat	Dec	21	Sun	Dec	21	Mon	Dec	21
Christmas Day	Wed	Dec	25	Thurs	Dec	25	Fri	Dec	25
Boxing Day	Thurs	Dec	26	Fri	Dec	26	Sat	Dec	26

SALES/PROMOTION ANALYSIS

1985 ACTUALS

MONTH	SALES $	%	PROMOTION COSTS $	%
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				
Total	$	100%	$	100%

1986 PROJECTIONS

MONTH	SALES $	%	PROMOTION COSTS $	%
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				
Total	$	100%	$	100%

1985 PROMOTION EXPENSES

1985	NEWSPAPER	TRADE PUBLICATIONS	MISC. PUBLICATIONS	DIRECT MAIL	PHONE DIRECTORIES	RADIO	TV	OUTDOOR SIGNS	BUSINESS CARDS	MISC. SIGNS	IN-STORE SIGNS	TRADE SHOWS	DISPLAY SUPPLIES	PROMOTIONAL AND ENTERTAINMENT	PROMOTIONAL AIDS	SPECIALTY ADVERTISING	COMMITTED FUNDS	RESERVE FUNDS	TOTAL EXPENSES	%
JAN																				
FEB																				
MARCH																				
APRIL																				
MAY																				
JUNE																				
JULY																				
AUG																				
SEPT																				
OCT																				
NOV																				
DEC																				
TOTAL																				
%																				

1986 PROJECTED PROMOTION BUDGET

1986	NEWSPAPER	TRADE PUBLICATIONS	MISC. PUBLICATIONS	DIRECT MAIL	PHONE DIRECTORIES	RADIO	TV	OUTDOOR SIGNS	BUSINESS CARDS	MISC. SIGNS	IN-STORE SIGNS	TRADE SHOWS	DISPLAY SUPPLIES	PROMOTIONAL AND ENTERTAINMENT	PROMOTIONAL AIDS	SPECIALTY ADVERTISING	COMMITTED FUNDS	RESERVE FUNDS	TOTAL EXPENSES	%
JAN																				
FEB																				
MARCH																				
APRIL																				
MAY																				
JUNE																				
JULY																				
AUG																				
SEPT																				
OCT																				
NOV																				
DEC																				
TOTAL																				
%																				

SALES OBJECTIVES

Department	Sales Goal	% Of Goal
TOTAL	$	100%

PROMOTION BUDGET

_____ % of Sales

$_____ Dollars

WHAT TO PROMOTE

Department	% Of Sales	Adv. $	% Of Adv.
TOTAL	100%	$	100%

JANUARY 1986

TIP OF THE MONTH

You never get a second chance to make a good first impression.

WORKSPACE

NO. OF SELLING DAYS		
1985	1986	1987
26	26	26

DAYS OF MONTH COMPARISON

	S	M	T	W	T	F	S
1985	4	4	5	5	5	4	4
1986	4	4	4	5	5	5	4
1987	4	4	4	4	5	5	5

TRADITIONAL PROMOTIONAL THEMES

White Sales

Coats/Furs (clearance)

Winter (clearance)

FEBRUARY 1986						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	COMPETITIVE AND OTHER NOTES
			T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: New Year's Day 1	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 2	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 3	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 4	Weekly Sales Actual Budget Variance
5	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 6	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: Ukrainian Christmas 7	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 8	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 9	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 10	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 11	
12	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 13	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 14	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 15	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 16	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 17	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 18	
19	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 20	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 21	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 22	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 23	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 24	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 25	
26	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 27	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 28	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 29	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 30	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 31		

Monthly Sales: TY: _____ LY: _____ Variance: _____

SALES OBJECTIVES

Department	Sales Goal	% Of Goal
TOTAL	$	100%

PROMOTION BUDGET

_____ % of Sales

$_____ Dollars

WHAT TO PROMOTE

Department	% Of Sales	Adv. $	% Of Adv.
TOTAL	100%	$	100%

FEBRUARY 1986

TIP OF THE MONTH

Planning is not just a guess about the future. It's a process of blending the past, present and future. The planning process is the road map of your business and gives it its direction.

WORKSPACE

NO. OF SELLING DAYS		
1985	1986	1987
24	24	24

DAYS OF MONTH COMPARISON

	S	M	T	W	T	F	S
1985	4	4	4	4	4	4	4
1986	4	4	4	4	4	4	4
1987	4	4	4	4	4	4	4

TRADITIONAL PROMOTIONAL THEMES

Fabrics
Valentine's Day
Spring Fashions
Home Furnishings Events

MARCH 1986						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	COMPETITIVE AND OTHER NOTES
						T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 1	Weekly Sales Actual Budget Variance
Ground Hog Day 2	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 3	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 4	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 5	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 6	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 7	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 8	
9	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 10	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 11	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: Ash Wednesday 12	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 13	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: Valentine's Day 14	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 15	
16	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 17	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 18	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 19	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 20	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 21	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 22	
23	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 24	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 25	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 26	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 27	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 28		

Monthly Sales: TY: _____ LY: _____ Variance: _____

SALES OBJECTIVES

Department	Sales Goal	% Of Goal
TOTAL	$	100%

PROMOTION BUDGET

_____ % of Sales

$_____ Dollars

WHAT TO PROMOTE

Department	% Of Sales	Adv. $	% Of Adv.
TOTAL	100%	$	100%

MARCH 1986

TIP OF THE MONTH

A successful salesperson solves a customer's problem, not creates one by selling them an inappropriate product. BE A PROBLEM SOLVER.

WORKSPACE

NO. OF SELLING DAYS		
1985	1986	1987
26	26	26

DAYS OF MONTH COMPARISON

	S	M	T	W	T	F	S
1985	5	4	4	4	4	5	5
1986	5	5	4	4	4	4	5
1987	5	5	5	4	4	4	4

TRADITIONAL PROMOTIONAL THEMES

Easter Fashions
Spring Promotions
Gardening Needs
Home Improvements (outdoor)

APRIL 1986						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	COMPETITIVE AND OTHER NOTES
Easter Sunday 30	31 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:					1 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	Weekly Sales Actual Budget Variance
2	3 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	4 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	5 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	6 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	7 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	8 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	
9	10 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	11 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	12 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	13 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	14 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	15 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	
16	St. Patrick's Day 17 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	18 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	19 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	First Day of Spring 20 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	21 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	22 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	
23	24 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	25 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	26 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	27 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	Good Friday 28 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	29 T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments:	

Monthly Sales: TY: _____ LY: _____ Variance: _____

SALES OBJECTIVES

Department	Sales Goal	% Of Goal
TOTAL	$	100%

PROMOTION BUDGET

_____ % of Sales

$_____ Dollars

WHAT TO PROMOTE

Department	% Of Sales	Adv. $	% Of Adv.
TOTAL	100%	$	100%

APRIL 1986

TIP OF THE MONTH

Praise employees in public. Correct them in private.

WORKSPACE

NO. OF SELLING DAYS		
1985	1986	1987
26	26	26

DAYS OF MONTH COMPARISON

	S	M	T	W	T	F	S
1985	4	5	5	4	4	4	4
1986	4	4	5	5	4	4	4
1987	4	4	4	5	5	4	4

TRADITIONAL PROMOTIONAL THEMES

Sportswear
Building Supplies
Housewares

MAY 1986						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	COMPETITIVE AND OTHER NOTES
		T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: April Fool's Day 1	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 2	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 3	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 4	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 5	Weekly Sales Actual Budget Variance
6	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 7	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 8	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 9	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 10	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 11	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 12	
13	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: Passover 14	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 15	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 16	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 17	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 18	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 19	
20	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 21	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 22	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: Secretary's Day 23	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 24	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 25	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 26	
27	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 28	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 29	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 30				

Monthly Sales: TY: _____ LY: _____ Variance: _____

SALES OBJECTIVES

Department	Sales Goal	% Of Goal
TOTAL	$	100%

PROMOTION BUDGET

_____ % of Sales

$_____ Dollars

WHAT TO PROMOTE

Department	% Of Sales	Adv. $	% Of Adv.
TOTAL	100%	$	100%

MAY 1986

TIP OF THE MONTH

Every business has competitors. Do you know who your competition is and what they're doing?

WORKSPACE

NO. OF SELLING DAYS

1985	1986	1987
27	27	26

DAYS OF MONTH COMPARISON

	S	M	T	W	T	F	S
1985	4	4	4	5	5	5	4
1986	4	4	4	4	5	5	5
1987	5	4	4	4	4	5	5

TRADITIONAL PROMOTIONAL THEMES

Mother's Day
Bridal Gifts
Garden Supplies

JUNE 1986

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	COMPETITIVE AND OTHER NOTES
				T.Y. L.Y. Sales $ $ Weather Comments: 1	T.Y. L.Y. Sales $ $ Weather Comments: 2	T.Y. L.Y. Sales $ $ Weather Comments: 3	Weekly Sales Actual Budget Variance
4	T.Y. L.Y. Sales $ $ Weather Comments: 5	T.Y. L.Y. Sales $ $ Weather Comments: 6	T.Y. L.Y. Sales $ $ Weather Comments: 7	T.Y. L.Y. Sales $ $ Weather Comments: 8	T.Y. L.Y. Sales $ $ Weather Comments: 9	T.Y. L.Y. Sales $ $ Weather Comments: 10	
Mother's Day 11	T.Y. L.Y. Sales $ $ Weather Comments: 12	T.Y. L.Y. Sales $ $ Weather Comments: 13	T.Y. L.Y. Sales $ $ Weather Comments: 14	T.Y. L.Y. Sales $ $ Weather Comments: 15	T.Y. L.Y. Sales $ $ Weather Comments: 16	T.Y. L.Y. Sales $ $ Weather Comments: 17	
18	T.Y. L.Y. Sales $ $ Weather Comments: Victoria Day 19	T.Y. L.Y. Sales $ $ Weather Comments: 20	T.Y. L.Y. Sales $ $ Weather Comments: 21	T.Y. L.Y. Sales $ $ Weather Comments: 22	T.Y. L.Y. Sales $ $ Weather Comments: 23	T.Y. L.Y. Sales $ $ Weather Comments: 24	
25	T.Y. L.Y. Sales $ $ Weather Comments: Memorial Day (U.S.) 26	T.Y. L.Y. Sales $ $ Weather Comments: 27	T.Y. L.Y. Sales $ $ Weather Comments: 28	T.Y. L.Y. Sales $ $ Weather Comments: 29	T.Y. L.Y. Sales $ $ Weather Comments: 30	T.Y. L.Y. Sales $ $ Weather Comments: 31	

Monthly Sales: TY: _____ LY: _____ Variance: _____

SALES OBJECTIVES

Department	Sales Goal	% Of Goal
TOTAL	$	100%

PROMOTION BUDGET

_____ % of Sales

$_____ Dollars

WHAT TO PROMOTE

Department	% Of Sales	Adv. $	% Of Adv.
TOTAL	100%	$	100%

JUNE 1986

TIP OF THE MONTH

Most sales are lost because salespeople don't ask for the sale. Do your customer and yourself a favor — ASK FOR THE SALE.

WORKSPACE

NO. OF SELLING DAYS		
1985	1986	1987
25	25	26

DAYS OF MONTH COMPARISON

	S	M	T	W	T	F	S
1985	5	4	4	4	4	4	5
1986	5	5	4	4	4	4	4
1987	4	5	5	4	4	4	4

TRADITIONAL PROMOTIONAL THEMES

Vacation Needs
Anniversary Gifts
Graduation
Father's Day

JULY 1986						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	COMPETITIVE AND OTHER NOTES
1	2 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	3 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	4 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	5 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	6 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	7 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	Weekly Sales Actual Budget Variance
8	9 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	10 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	11 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	12 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	13 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	14 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	
Father's Day 15	16 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	17 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	18 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	19 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	20 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	First Day of Summer 21 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	
22	23 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	24 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	25 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	26 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	27 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	28 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	
29	30 T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:						

Monthly Sales: TY: _____ LY: _____ Variance: _____

SALES OBJECTIVES

Department	Sales Goal	% Of Goal
TOTAL	$	100%

PROMOTION BUDGET

_____ % of Sales

$_____ Dollars

WHAT TO PROMOTE

Department	% Of Sales	Adv. $	% Of Adv.
TOTAL	100%	$	100%

JULY 1986

TIP OF THE MONTH

Good customer service is good business.

WORKSPACE

NO. OF SELLING DAYS		
1985	1986	1987
27	27	27

DAYS OF MONTH COMPARISON

	S	M	T	W	T	F	S
1985	4	5	5	5	4	4	4
1986	4	4	5	5	5	4	4
1987	4	4	4	5	5	5	4

TRADITIONAL PROMOTIONAL THEMES

Outdoor Living Supplies
Auto Accessories
Sportswear
Summer Clearance

AUGUST 1986						
S	M	T	W	T	F	S
31					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	COMPETITIVE AND OTHER NOTES
		T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: Canada Day 1	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 2	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 3	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: Independence Day (U.S.A.) 4	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 5	Weekly Sales Actual Budget Variance
6	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 7	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 8	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 9	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 10	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 11	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 12	
13	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 14	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 15	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 16	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 17	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 18	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 19	
20	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 21	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 22	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 23	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 24	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 25	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 26	
27	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 28	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 29	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 30	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 31			

Monthly Sales: TY: _____ LY: _____ Variance: _____

SALES OBJECTIVES

Department	Sales Goal	% Of Goal
TOTAL	$	100%

PROMOTION BUDGET

_____ % of Sales

$_____ Dollars

WHAT TO PROMOTE

Department	% Of Sales	Adv. $	% Of Adv.
TOTAL	100%	$	100%

AUGUST 1986

TIP OF THE MONTH

A successful business is one who understands that its customers and their wants and needs are everchanging. Are you keeping pace?

WORKSPACE

NO. OF SELLING DAYS

1985	1986	1987
27	26	26

DAYS OF MONTH COMPARISON

	S	M	T	W	T	F	S
1985	4	4	4	4	5	5	5
1986	5	4	4	4	4	5	5
1987	5	5	4	4	4	4	5

TRADITIONAL PROMOTIONAL THEMES

Back-to-School
Summer Clearances (cont'd)
Fall Fashions
Children's Wear

SEPTEMBER 1986

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	COMPETITIVE AND OTHER NOTES
31					T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 1	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 2	Weekly Sales Actual Budget Variance
3	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: Civic Holiday 4	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 5	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 6	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 7	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 8	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 9	
10	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 11	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 12	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 13	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 14	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 15	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 16	
17	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 18	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 19	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 20	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 21	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 22	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 23	
24	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 25	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 26	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 27	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 28	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 29	T.Y. L.Y. Sales $_____ $_____ Weather _____ _____ Comments: 30	

Monthly Sales: TY: _____ LY: _____ Variance: _____

SALES OBJECTIVES

Department	Sales Goal	% Of Goal
TOTAL	$	100%

PROMOTION BUDGET

_____ % of Sales

$_____ Dollars

WHAT TO PROMOTE

Department	% Of Sales	Adv. $	% Of Adv.
TOTAL	100%	$	100%

SEPTEMBER 1986

TIP OF THE MONTH

As an owner manager you set the standards for your business. Your attitudes, work habits and appearance are being monitored. Are you happy with the standards you are setting?

WORKSPACE

NO. OF SELLING DAYS		
1985	1986	1987
25	26	26

DAYS OF MONTH COMPARISON

	S	M	T	W	T	F	S
1985	5	5	4	4	4	4	4
1986	4	5	5	4	4	4	4
1987	4	4	5	5	4	4	4

TRADITIONAL PROMOTIONAL THEMES

Back-to-School (cont'd)
Women's Accessories
Paints and Wallpapers
Children's Wear
Grandparent's Day

OCTOBER 1986						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	COMPETITIVE AND OTHER NOTES
	T.Y. L.Y. Sales $ $ Weather Comments: Labour Day 1	T.Y. L.Y. Sales $ $ Weather Comments: 2	T.Y. L.Y. Sales $ $ Weather Comments: 3	T.Y. L.Y. Sales $ $ Weather Comments: 4	T.Y. L.Y. Sales $ $ Weather Comments: 5	T.Y. L.Y. Sales $ $ Weather Comments: 6	Weekly Sales Actual Budget Variance
7	T.Y. L.Y. Sales $ $ Weather Comments: 8	T.Y. L.Y. Sales $ $ Weather Comments: 9	T.Y. L.Y. Sales $ $ Weather Comments: 10	T.Y. L.Y. Sales $ $ Weather Comments: 11	T.Y. L.Y. Sales $ $ Weather Comments: 12	T.Y. L.Y. Sales $ $ Weather Comments: 13	
Grandparents' Day 14	T.Y. L.Y. Sales $ $ Weather Comments: 15	T.Y. L.Y. Sales $ $ Weather Comments: 16	T.Y. L.Y. Sales $ $ Weather Comments: 17	T.Y. L.Y. Sales $ $ Weather Comments: 18	T.Y. L.Y. Sales $ $ Weather Comments: 19	T.Y. L.Y. Sales $ $ Weather Comments: 20	
21	T.Y. L.Y. Sales $ $ Weather Comments: First Day of Fall 22	T.Y. L.Y. Sales $ $ Weather Comments: 23	T.Y. L.Y. Sales $ $ Weather Comments: 24	T.Y. L.Y. Sales $ $ Weather Comments: 25	T.Y. L.Y. Sales $ $ Weather Comments: 26	T.Y. L.Y. Sales $ $ Weather Comments: Rosh Hashanah 27	
28	T.Y. L.Y. Sales $ $ Weather Comments: 29	T.Y. L.Y. Sales $ $ Weather Comments: 30					

Monthly Sales: TY: _____ LY: _____ Variance: _____

SALES OBJECTIVES

Department	Sales Goal	% Of Goal
TOTAL	$	100%

PROMOTION BUDGET

_____ % of Sales

$_____ Dollars

WHAT TO PROMOTE

Department	% Of Sales	Adv. $	% Of Adv.
TOTAL	100%	$	100%

OCTOBER 1986

TIP OF THE MONTH

Remember the sale is never complete until the money is collected.

WORKSPACE

NO. OF SELLING DAYS		
1985	1986	1987
27	27	27

DAYS OF MONTH COMPARISON

	S	M	T	W	T	F	S
1985	4	4	5	5	5	4	4
1986	4	4	4	5	5	5	4
1987	4	4	4	4	5	5	5

TRADITIONAL PROMOTIONAL THEMES

Thanksgiving
Draperies
Home Improvements (indoor)
Hallowe'en

NOVEMBER 1986						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	COMPETITIVE AND OTHER NOTES
			T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 1	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 2	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 3	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 4	Weekly Sales Actual Budget Variance
5	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 6	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 7	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 8	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 9	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 10	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 11	
12	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: Thanksgiving Day (Columbus Day, U.S.A.) Yom Kippur 13	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 14	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 15	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 16	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: Boss's Day 17	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 18	
19	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 20	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 21	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 22	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 23	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 24	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 25	
Mother-in-Law's Day 26	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 27	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 28	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 29	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 30	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: Hallowe'en 31		

Monthly Sales: TY: _____ LY: _____ Variance: _____

SALES OBJECTIVES

Department	Sales Goal	% Of Goal
TOTAL	$	100%

PROMOTION BUDGET

_____ % of Sales

$_____ Dollars

WHAT TO PROMOTE

Department	% Of Sales	Adv. $	% Of Adv.
TOTAL	100%	$	100%

NOVEMBER 1986

TIP OF THE MONTH

It is not the amount of advertising that you do, but rather what you say and to whom that counts.

WORKSPACE

NO. OF SELLING DAYS

1985	1986	1987
26	25	25

DAYS OF MONTH COMPARISON

	S	M	T	W	T	F	S
1985	4	4	4	4	4	5	5
1986	5	4	4	4	4	4	5
1987	5	5	4	4	4	4	4

TRADITIONAL PROMOTIONAL THEMES

Christmas Promotions
Toy Openings
Ski Shops

DECEMBER 1986

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	28	30	31			

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	COMPETITIVE AND OTHER NOTES
30						T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 1	Weekly Sales Actual Budget Variance
2	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 3	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 4	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 5	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 6	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 7	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 8	
9	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 10	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: Remembrance Day (Veteran's Day U.S.) 11	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 12	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 13	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 14	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 15	
16	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 17	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 18	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 19	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: U.S. Thanksgiving 20	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 21	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 22	
23	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 24	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 25	T.Y. L.Y Sales $____ $____ Weather ____ ____ Comments: 26	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 27	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 28	T.Y L.Y. Sales $____ $____ Weather ____ ____ Comments: 29	

Monthly Sales: TY: _____ LY: _____ Variance: _____

SALES OBJECTIVES

Department	Sales Goal	% Of Goal
TOTAL	$	100%

PROMOTION BUDGET

_____ % of Sales

$_____ Dollars

WHAT TO PROMOTE

Department	% Of Sales	Adv. $	% Of Adv.
TOTAL	100%	$	100%

DECEMBER 1986

TIP OF THE MONTH

Studies show the successful salesperson does more listening than talking. The customer will tell you his/her needs and wants if you listen.

WORKSPACE

NO. OF SELLING DAYS		
1985	1986	1987
25	26	26

DAYS OF MONTH COMPARISON

	S	M	T	W	T	F	S
1985	5	5	5	4	4	4	4
1986	4	5	5	5	4	4	4
1987	4	4	5	5	5	4	4

TRADITIONAL PROMOTIONAL THEMES

Christmas

Year-End Sales

JANUARY 1987						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	COMPETITIVE AND OTHER NOTES
	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 1	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 2	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 3	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 4	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 5	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 6	Weekly Sales Actual Budget Variance
7	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 8	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 9	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 10	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 11	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 12	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 13	
14	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 15	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 16	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 17	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 18	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 19	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 20	
First Day of Winter 21	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 22	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 23	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 24	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: Christmas Day 25	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: Boxing Day 26	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: Hanukkah 27	
28	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 29	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 30	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 31				

Monthly Sales: TY: _____ LY: _____ Variance: _____

SALES OBJECTIVES

Department	Sales Goal	% Of Goal
TOTAL	$	100%

PROMOTION BUDGET

_____ % of Sales

$_____ Dollars

WHAT TO PROMOTE

Department	% Of Sales	Adv. $	% Of Adv.
TOTAL	100%	$	100%

JANUARY 1987

TIP OF THE MONTH

Compliments are free — give them often.

WORKSPACE

NO. OF SELLING DAYS		
1986	1987	1988
26	26	25

DAYS OF MONTH COMPARISON

	S	M	T	W	T	F	S
1986	4	4	4	5	5	5	4
1987	4	4	4	4	5	5	5
1988	5	4	4	4	4	5	5

TRADITIONAL PROMOTIONAL THEMES

White Sales

Coats/Furs (clearance)

Winter (clearance)

FEBRUARY 1987						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	COMPETITIVE AND OTHER NOTES
				T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: New Year's Day 1	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 2	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 3	Weekly Sales Actual Budget Variance
4	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 5	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 6	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: Ukrainian Christmas 7	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 8	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 9	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 10	
11	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 12	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 13	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 14	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 15	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 16	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 17	
18	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 19	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 20	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 21	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 22	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 23	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 24	
25	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 26	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 27	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 28	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 29	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 30	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments: 31	

Monthly Sales: TY: _____ LY: _____ Variance: _____

SALES OBJECTIVES

Department	Sales Goal	% Of Goal
TOTAL	$	100%

PROMOTION BUDGET

_____ % of Sales

$_____ Dollars

WHAT TO PROMOTE

Department	% Of Sales	Adv. $	% Of Adv.
TOTAL	100%	$	100%

FEBRUARY 1987

TIP OF THE MONTH

Every business has strengths and weaknesses. The successful business is one who does something about them.

WORKSPACE

NO. OF SELLING DAYS		
1986	1987	1988
24	24	25

DAYS OF MONTH COMPARISON

	S	M	T	W	T	F	S
1986	4	4	4	4	4	4	4
1987	4	4	4	4	4	4	4
1988	4	5	4	4	4	4	4

TRADITIONAL PROMOTIONAL THEMES

Fabrics
Valentine's Day
Spring Fashions
Home Furnishings Events

MARCH 1987						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	COMPETITIVE AND OTHER NOTES
	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	T.Y. L.Y Sales $____ $____ Weather ____ ____ Comments:	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	**Weekly Sales** **Actual Budget Variance**
1	Ground Hog Day 2	3	4	5	6	7	
	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	
8	9	10	11	12	13	Valentine's Day 14	
	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	T.Y. L.Y Sales $____ $____ Weather ____ ____ Comments:	
15	16	17	18	19	20	21	
	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	T.Y L.Y. Sales $____ $____ Weather ____ ____ Comments:	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	T.Y. L.Y. Sales $____ $____ Weather ____ ____ Comments:	
22	23	24	25	26	27	28	

Monthly Sales: TY: _____ LY: _____ Variance: _____

MONTHLY % OF ANNUAL SALES
ALBERTA

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
ALL STORES	6.71	6.61	7.68	8.00	8.58	8.77	8.36	8.38	8.31	8.83	9.03	10.74
COMBINATION STORES	7.44	7.09	7.72	7.75	8.62	8.64	8.78	8.52	8.46	8.85	8.48	9.64
GROCERY CONFECTIONERY	7.10	6.61	7.42	7.83	8.50	8.78	9.26	9.11	9.03	9.03	8.41	8.92
ALL OTHER FOOD STORES	6.83	7.07	7.71	8.18	8.98	9.00	7.72	8.23	8.65	8.83	8.60	10.20
DEPARTMENT STORES	6.11	5.76	7.11	7.39	7.92	7.90	7.38	7.96	8.44	8.68	10.54	14.81
GENERAL MERCHANDISE STORES	6.82	6.75	7.03	7.19	8.70	7.95	7.24	8.05	8.19	9.73	11.39	10.95
GENERAL STORES	7.18	6.80	7.76	7.79	8.88	8.81	8.39	8.48	8.51	8.74	8.65	10.02
VARIETY STORES	5.76	5.73	6.89	7.48	8.20	8.22	7.94	8.22	7.84	8.27	9.79	15.64
MOTOR VEHICLE DEALERS	6.59	7.26	8.83	9.31	9.22	9.43	8.48	8.18	8.08	9.02	8.42	7.18
USED CAR DEALERS	7.61	7.68	7.52	7.30	6.99	10.12	10.71	10.84	8.62	9.17	7.37	6.09
SERVICE STATIONS	6.78	6.60	7.29	7.49	8.14	8.86	9.69	9.80	8.90	8.98	8.51	8.95
GARAGES	7.77	6.96	7.93	8.28	8.86	8.32	8.55	8.44	8.38	9.04	9.45	8.01
AUTOMOTIVE PARTS & ACCESS. STORES	5.40	4.81	6.16	8.14	9.69	9.65	9.02	8.49	8.40	9.73	10.28	10.22
MEN'S CLOTHING STORES	8.31	5.84	6.90	7.23	7.49	8.41	7.14	7.46	8.20	8.30	9.99	14.74
WOMEN'S CLOTHING STORES	7.29	5.89	7.02	7.45	7.66	8.03	7.60	8.09	8.85	9.26	9.68	13.18
FAMILY CLOTHING STORES	6.35	5.30	6.76	6.97	7.64	8.25	7.32	8.37	8.72	9.12	10.32	14.88
SPECIALITY SHOE STORES	9.25	6.11	5.95	7.82	8.79	7.90	9.69	8.44	7.98	9.85	9.00	9.23
FAMILY SHOE STORES	6.11	5.09	7.10	8.16	8.08	8.03	7.90	8.44	8.65	10.20	10.83	11.41
HARDWARE STORES	6.16	5.25	6.01	7.69	10.04	10.54	9.14	8.42	8.02	8.02	8.49	12.23
HOUSEHOLD FURNITURE STORES	9.25	8.06	7.96	7.75	7.72	7.81	7.37	8.58	8.51	10.05	8.74	8.20
HOUSEHOLD APPLIANCE STORES	8.40	8.06	8.06	7.87	7.48	6.91	7.44	7.88	7.85	9.64	9.60	10.81
FURN., TV, RADIO & APPLI. STORES	8.62	6.99	7.57	7.54	7.96	7.72	7.28	8.09	8.74	9.32	9.56	10.61
PHARM., PAT. MED. & COSMET. STORES	7.29	7.10	7.57	7.56	8.04	8.32	7.99	8.34	8.29	8.66	8.88	11.96
BOOK & STATIONERY STORES	6.44	6.51	6.54	6.62	6.94	7.34	7.12	8.01	8.23	8.13	10.45	17.68
FLORISTS	5.91	8.40	6.96	8.74	13.24	9.05	6.60	6.63	6.64	7.50	7.51	12.82
JEWELLERY STORES	4.83	5.22	5.45	6.20	7.70	7.31	6.60	6.85	6.60	7.03	10.35	25.86
SPORTING GOODS & ACCESS. STORES	6.51	6.07	7.76	8.27	10.48	10.13	8.79	8.55	7.23	7.40	7.51	11.30
PERSONAL ACCESSORIES STORES	6.20	6.02	6.51	6.68	7.11	8.21	8.87	9.24	8.09	8.09	9.44	15.55
ALL OTHER STORES	6.12	6.33	7.62	7.88	8.54	9.22	8.73	8.46	8.06	8.50	8.58	11.95

MONTHLY % OF ANNUAL SALES
CANADA

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
ALL STORES	6.29	6.44	7.63	8.13	8.80	8.63	8.61	8.79	8.30	8.77	8.94	10.66
COMBINATION STORES	7.53	7.18	7.89	8.19	8.50	8.14	8.44	8.74	8.43	8.82	8.21	9.94
GROCERY CONFECTIONERY	7.20	7.30	7.54	8.00	8.64	8.81	9.54	9.33	8.39	8.30	7.98	8.97
ALL OTHER FOOD STORES	6.42	6.35	6.73	7.04	8.52	8.93	9.53	9.49	8.55	9.29	9.20	9.93
DEPARTMENT STORES	4.80	4.86	6.31	7.38	7.98	7.92	7.28	8.31	8.58	9.02	11.15	16.40
GENERAL MERCHANDISE STORES	5.61	6.13	7.27	7.84	8.63	7.71	7.56	8.47	8.47	10.35	11.78	10.20
GENERAL STORES	7.10	6.79	7.52	8.02	8.55	8.66	8.93	8.95	8.33	8.27	8.27	10.61
VARIETY STORES	4.23	4.86	6.28	7.56	8.12	7.65	7.73	9.28	7.91	8.21	11.34	16.84
MOTOR VEHICLE DEALERS	5.72	6.78	9.70	9.74	10.42	9.97	9.17	8.80	8.11	8.71	7.36	5.52
USED CAR DEALERS	9.95	6.54	6.68	7.95	9.50	9.91	9.00	10.67	7.88	8.60	7.39	5.92
SERVICE STATIONS	7.11	7.12	7.59	7.73	8.75	8.80	9.21	8.96	8.44	8.89	8.86	8.54
GARAGES	6.48	7.43	8.00	8.06	8.46	8.70	9.04	9.34	9.02	8.84	8.57	8.06
AUTOMOTIVE PARTS & ACCESS. STORES	4.15	4.52	5.29	7.27	9.91	10.36	10.10	7.91	7.57	8.55	11.71	12.67
MEN'S CLOTHING STORES	5.00	4.61	6.44	7.65	7.52	8.03	6.87	7.84	8.21	8.60	11.22	18.02
WOMEN'S CLOTHING STORES	5.17	4.86	6.40	7.76	8.35	7.86	7.93	8.16	7.91	8.94	10.67	15.98
FAMILY CLOTHING STORES	4.75	4.61	6.12	8.05	8.32	7.43	7.46	9.04	8.00	9.33	10.41	16.49
FAMILY SHOE STORES	4.91	4.19	5.34	8.64	8.98	8.04	7.25	9.39	7.78	9.13	11.24	15.11
HARDWARE STORES	4.85	4.20	4.94	6.99	9.03	9.49	9.71	9.34	9.57	10.30	10.19	11.40
HOUSEHOLD FURNITURE STORES	5.99	5.44	7.32	8.12	8.12	8.93	7.45	8.34	9.44	8.84	9.89	12.13
HOUSEHOLD APPLIANCE STORES	5.25	3.87	6.08	6.45	8.31	8.64	10.47	11.01	9.30	9.32	9.73	11.56
FURN., TV, RADIO & APPLI. STORES	5.28	5.37	7.71	7.90	8.15	8.83	7.71	8.38	9.49	8.96	10.61	11.60
PHARM., PAT. MED. & COSMET. STORES	7.39	7.02	7.78	7.94	8.19	8.25	8.24	8.39	8.26	8.38	8.25	11.91
BOOK & STATIONERY STORES	8.39	7.30	7.04	6.33	6.88	6.28	7.10	8.64	7.55	7.05	10.06	17.38
FLORISTS	5.41	7.54	7.05	9.29	12.45	9.73	8.17	7.80	7.19	7.27	6.75	11.35
JEWELLERY STORES	5.11	4.68	5.57	6.46	7.95	7.24	7.32	7.65	6.89	6.42	10.49	24.21
SPORTING GOODS & ACCESS. STORES	4.93	4.94	6.67	9.87	12.97	12.27	10.65	8.44	6.33	7.48	7.17	8.30
PERSONAL ACCESSORIES STORES	5.11	5.60	6.12	6.98	7.84	7.66	9.32	9.28	7.73	8.70	10.17	12.50
ALL OTHER STORES	6.12	6.19	5.99	7.07	7.88	8.19	8.69	8.76	8.20	8.38	8.53	15.01

Alberta Tourism and Small Business Offices

HEAD OFFICE EDMONTON	10025 Jasper Avenue Edmonton, Alberta T5J 3Z3 Ph. 427-3685
CALGARY	5th Floor 999 - 8th Street S.W. T2R 1J5 Ph. 297-6284
CAMROSE	4909 - 48th Street Provincial Building T4V 1L7 Ph. 679-1235
EDSON	4926 - 1st Avenue Provincial Building P.O. Box 2490 T0E 0P0 Ph. 723-8229
GRANDE PRAIRIE	1401 Provincial Building 10320 - 99 Street T8V 6J4 Ph. 538-5230
LETHBRIDGE	249 Provincial Building 200 - 5 Avenue S. T1J 4C7 Ph. 381-5414
MEDICINE HAT	217 Provincial Building 770 - 6 Street S.W. T1A 4J6 Ph. 529-3630
PEACE RIVER	Bag 900, Box 3 101 Provincial Building 9621 - 96 Avenue T0H 2X0 Ph. 624-6113
RED DEER	3rd Floor, Provincial Building 4920 - 51 Street T4N 6K8 Ph. 340-5300
ST. PAUL	409 Provincial Building P.O. Box 1688 T0A 3A0 Ph. 645-6358

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